

Rep Order# 9853242 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM
Last Received: 10/28/2012 2:26 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2264
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2264
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-----------|---------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 2 | TU-F,M | 430A-459A | GOOD MORNING CINCY @ 430A | :30 | \$30.00 | 10/30-11/05 | 2 P4 | 1 | 2 | \$60.00 | |
| | 3 | TU-F,M | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | \$500.00 | 10/30-11/05 | 2 P2 | 1 | 2 | \$1,000.00 | |
| | 4 | TU-F,M | 530A-6A | GOOD MORNING CINCY @ 5A | :30 | \$500.00 | 10/30-11/05 | 2 | 1 | 2 | \$1,000.00 | |
| | 5 | TU-F,M | 6A-7A | GOOD MORNING CINCINNATI | :30 | \$1,200.00 | 10/30-11/05 | 3 P1 | 1 | 3 | \$3,600.00 | |
| | 6 | TU-F,M | 7A-9A | THE EARLY SHOW | :30 | \$450.00 | 10/30-11/05 | 4 P2 | 1 | 4 | \$1,800.00 | |
| | 7 | SA | 8A-10A | SATURDAY EARLY SHOW | :30 | \$750.00 | 11/03-11/03 | 1 P1 | 1 | 1 | \$750.00 | |
| | 9 | TU-F,M | 9A-10A | THE DOCTORS | :30 | \$350.00 | 10/30-11/05 | 2 P2 | 1 | 2 | \$700.00 | |
| | 10 | TU-F,M | 10A-11A | ANDERSON | :30 | \$350.00 | 10/30-11/05 | 2 | 1 | 2 | \$700.00 | |
| | 12 | TU-F,M | 12P-1230P | 12 NEWS AT NOON | :30 | \$725.00 | 10/30-11/05 | 1 | 1 | 1 | \$725.00 | |
| | 17 | TU-F,M | 4P-5P | NEWS AT 4 | :30 | \$1,600.00 | 10/30-11/05 | 2 P1 | 1 | 2 | \$3,200.00 | |
| | 18 | TU-F,M | 5P-527P | 12 NEWS AT 5P | :30 | \$1,700.00 | 10/30-11/05 | 2 P1 | 1 | 2 | \$3,400.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-------------|-------------------------|-----|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 19 | TU-F,M | 530P-6P | NEWS | :30 | \$1,800.00 | 10/30-11/05 | 3 P1 | 1 | 3 | \$5,400.00 | |
| | 20 | TU-F,M | 6P-630P | NEWS | :30 | \$3,000.00 | 10/30-11/05 | 2 P1 | 1 | 2 | \$6,000.00 | |
| | 21 | TU-F,M | 630P-7P | NEWS | :30 | \$3,500.00 | 10/30-11/05 | 2 P1 | 1 | 2 | \$7,000.00 | |
| | 24 | TU-F,M | 7P-730P | INSIDE EDITION | :30 | \$2,500.00 | 10/30-11/05 | 3 P1 | 1 | 3 | \$7,500.00 | |
| | 25 | TU-F,M | 727P-8P | ENT. TONITE | :30 | \$3,000.00 | 10/30-11/05 | 3 P1 | 1 | 3 | \$9,000.00 | |
| | 26 | SA | 657P-757P | ENTERTAINMENT THIS WEEK | :30 | \$650.00 | 11/03-11/03 | 1 P2 | 1 | 1 | \$650.00 | |
| | 27 | TU-M | 11P-1135P | 12 NEWS AT 11P | :30 | \$5,000.00 | 10/30-11/05 | 2 P1 | 1 | 2 | \$10,000.00 | |
| | 28 | TU-F,M | 1136P-1236A | DAVID LETTERMAN | :30 | \$1,600.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$1,600.00 | |
| | 29 | TU-F,M | 1236A-136A | LATE LATE SHOW | :30 | \$450.00 | 10/30-11/05 | 1 P1 | 1 | 1 | \$450.00 | |
| | 31 | W | 9P-10P | CRIMINAL MINDS | :30 | \$7,500.00 | 10/31-10/31 | 1 P2 | 1 | 1 | \$7,500.00 | |
| | 33 | F | 10P-11P | BLUE BLOODS | :30 | \$8,500.00 | 11/02-11/02 | 1 P1 | 1 | 1 | \$8,500.00 | |

---REPORT TOTALS---

Report Totals: 43 / \$80,535.00

---SALES MONTHLY TOTALS---

Nov 12: 43 / \$80,535.00

Sales Totals: 43 / \$80,535.00

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Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 43 / \$80,535.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|----------|---------|----------|---------|---------|
| Market Totals | \$217,662 | CABL 0% | EKRC 0% | UNKN 63% | WBQC 0% | WCPO 0% |
| | | WKRC 37% | WLWT 0% | WSTR 0% | WXIX 0% | |

Books null
Demos RA35+

Order / Rev: 68919

Advertiser: Obama/D/President

Alt Order #: 09853242

Product Desc: OBAMA ADD TO SKED A

Local 12 WKRC-TV

Flight Dates: 10/30/12 - 11/06/12

Estimate: 2264

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------|----------|-------------------|-----------------|--|-------------------|--|---------------|-----|-------|------------|-----|------|------|-------|------------|
| E 3 | WKRC | 10/30/12 | 11/05/12 | 5a Good Morn Cincinnati 5a Good Morn Cincinnati | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | MTWTF-- | :30 | 2 | \$500.00 | P-2 | 0.00 | NM | 2 | \$1,000.00 |
| GOOD MORNING CINCY @ 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$500.00 | 0.00 | | | | | | | | | |
| E 4 | WKRC | 10/30/12 | 11/05/12 | 6a Good Morn Cincinnati 6a Good Morn Cincinnati | CM | 6:00 AM-7:00 AM (6:00 AM-7:00 AM) | MTWTF-- | :30 | 3 | \$1,200.00 | P-1 | 0.00 | NM | 3 | \$3,600.00 |
| GOOD MORNING CINCINNATI | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 3 | \$1,200.00 | 0.00 | | | | | | | | | |
| E 5 | WKRC | 10/30/12 | 11/05/12 | CBS This Morning CBS Morning News | CM | 7:00 AM-9:00 AM | MTWTF-- | :30 | 4 | \$450.00 | P-2 | 0.00 | NM | 4 | \$1,800.00 |
| THE EARLY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 4 | \$450.00 | 0.00 | | | | | | | | | |
| E 6 | WKRC | 11/03/12 | 11/03/12 | CBS This Morning Saturday Saturday Early Show | CM | 8:00 AM-10:00 AM (8:00 AM-10:00 AM) | -----S- | :30 | 1 | \$750.00 | P-1 | 0.00 | NM | 1 | \$750.00 |
| SATURDAY EARLY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/29/12 | 11/04/12 | -----S- | 1 | \$750.00 | 0.00 | | | | | | | | | |
| E 7 | WKRC | 10/30/12 | 11/05/12 | M-F 9a-10a M-F 9a-10a | CM | 9:00 AM-10:00 AM | AMMTWTF-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$350.00 | 0.00 | | | | | | | | | |
| E 8 | WKRC | 10/30/12 | 11/05/12 | M-F 10a-11a M-F 10a-11a | CM | 10:00 AM-11:00 AM | AMTWTF-- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| ANDERSON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$350.00 | 0.00 | | | | | | | | | |
| E 9 | WKRC | 10/30/12 | 11/05/12 | Local 12 News at Noon Local 12 News at Noon | CM | 12:00 PM-12:30 PM | PMTWTF-- | :30 | 1 | \$725.00 | P-2 | 0.00 | NM | 1 | \$725.00 |
| 12 NEWS AT NOON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 1 | \$725.00 | 0.00 | | | | | | | | | |
| E 10 | WKRC | 10/30/12 | 11/05/12 | 4p Local 12 News at Four 4p Local 12 News at Four | CM | 4:00 PM-5:00 PM (4:00 PM-5:00 PM) | MTWTF-- | :30 | 2 | \$1,600.00 | P-1 | 0.00 | NM | 2 | \$3,200.00 |
| News at 4 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$1,600.00 | 0.00 | | | | | | | | | |
| E 11 | WKRC | 10/30/12 | 11/05/12 | 5p Local 12 News at Five 5p Local 12 News at Five | CM | 5:00 PM-5:27 PM (5:00 PM-5:27 PM) | MTWTF-- | :30 | 2 | \$1,700.00 | P-1 | 0.00 | NM | 2 | \$3,400.00 |
| 12 NEWS AT 5P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$1,700.00 | 0.00 | | | | | | | | | |
| E 12 | WKRC | 10/30/12 | 11/05/12 | 5p Local 12 News at Five 5p Local 12 News at Five | CM | 5:30 PM-6:00 PM (5:30 PM-6:00 PM) | MTWTF-- | :30 | 3 | \$1,800.00 | P-1 | 0.00 | NM | 3 | \$5,400.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 3 | \$1,800.00 | 0.00 | | | | | | | | | |
| E 13 | WKRC | 10/30/12 | 11/05/12 | 6p Local 12 News at Six 6p Local 12 News at Six | CM | 6:00 PM-6:30 PM | MTWTF-- | :30 | 2 | \$3,000.00 | P-1 | 0.00 | NM | 2 | \$6,000.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$3,000.00 | 0.00 | | | | | | | | | |
| E 14 | WKRC | 10/30/12 | 11/05/12 | CBS Evening News 630p CBS Evening News | CM | 6:30 PM-7:00 PM | MTWTF-- | :30 | 2 | \$3,500.00 | P-1 | 0.00 | NM | 2 | \$7,000.00 |
| News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | 10/30/12 | 11/05/12 | MTWTF-- | 2 | \$3,500.00 | 0.00 | | | | | | | | | |
| E 15 | WKRC | 10/30/12 | 11/05/12 | 7:00 PM-7:30 PM | CM | 7:00 PM-7:30 PM | MTWTF-- | :30 | 3 | \$2,500.00 | P-1 | 0.00 | NM | 3 | \$7,500.00 |

